RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 24, 1998

Phils whsle Rep. Does not provide?

RJR Account #«SIS»
«NAME»
«ACCOUNT»

MAY CAMEL PROMOTION #800101: BUY 2-PACKS GET FREE T-SHIRT

Dear «GREETING»:

CAMEL PRODUCT has been ordered (see quantities listed below), as well as **«SKUS»** SKUs of *CAMEL T-SHIRTS* (Item #538724) to pack the above promotion for your participating retail accounts. ***«COMMENTS»*** All additional pertinent promotional information is listed below:

#/ (12M) Cases

Product	Brand Styles	UPC Code
«STYLE1»	*CAMEL FILTER BOX*	12300-10312
«STYLE1»	*CAMEL LIGHT BOX*	12300-10712

«PO»

Product / Premium Arrival: **April «SHIPDATE», 1998**

Ship Date to Retail: **Week of: May 4, 1998**

T-Shirt Displays (Item #538724)

SKU CUBE: **2.6400**

SKU WT (w/o Product): **16.3650 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Full Price Cartons**

EFT $ Amount: **$«EFT»**

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Source: https://www.industrydocuments.ucsf.edu/docs/rrmn0000

Promotion Description:
Utilize 40-Pack Shipper Display. Place 2 packs same brand style into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Camel Filter Box / Camel Light Box.*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED WHOLESALER PACKING INSTRUCTIONS

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$«PYMT» («CASES» (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: «CC»
L. E. MacWilliams

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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